

INVENTOR'S UPDATE

JANUARY 2010

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Links to More Info:

Learn more about the CKIC!
www.ckic.org

How to Become a Member
www.ckic.org/howtojoin.html

Links to Inventors Resources
www.ckic.org/links.html

**- Do You "Invent Like a Marine"? -
See what we mean on the latest CKIC Inventors Blog:
www.ckic.org/inventorblog.html**

Open Meeting on January 5: Movie Night - Pitchmen with Anthony Sullivan and the late Billy Mays

**JOIN US AT THE CENTRAL KENTUCKY INVENTORS COUNCIL
ON TUESDAY, January 5th at 6:30p.m.:**

*You're Doing All the Right Things To Get Your Invention Ready to Make \$\$
But How Do You Get Your Invention/Product to the Masses??*

Find Out at the
Next CKIC
Open Meeting
as We View:

**Pitchmen: Featuring Anthony Sullivan
and the late Billy Mays**

**Watch as two of the most famous and
successful pitchmen in history search the
world for inventions that are destined to hit
the big time.**



*On Pitchmen, you will learn how these marketers work with the inventors
they discover to bring their products to a national TV audience.*



**Watch as this backing and
support become the turning
point that changes the lives of
the inventors they work with.**



When: Tuesday, January 5th, 2010
Where: Bluegrass Area Development Center,
699 Perimeter Drive, Lexington KY
Time: Doors open for networking at 6:30pm,
Meeting begins at 7:00pm

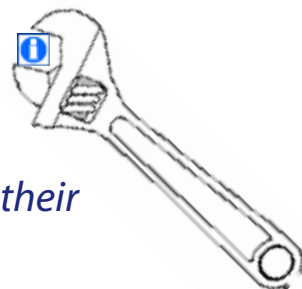
January 12th: Inventor's Workshop (for CKIC Members Only!)

Join Us For Our Monthly, Members-Only - Inventors Workshop



Hosted by CKIC President Emeritus **DON WEST**

*- This workshop is designed to help the inventor move from
the idea stage through the invention process, by allowing for
inventors to discuss and learn from constructive information concerning their
ideas in a free and unencumbered, legally binding format.*



This Meeting is Open to CKIC Members Only

Not a Member? Come and join us: Membership is only \$40/yr
Where? Bluegrass Development Center, 699 Perimeter Drive.
Call 859-201-1311 Or Contact us at info@ckic.org .



Do you have a great idea for an invention? Find out what you can do!

Upcoming Opportunities for Inventors, Innovators and Entrepreneurs in the Bluegrass Area

Check Out These Upcoming Opportunities:

- Jan 19th** - Lessons in Awesomeness: Lessons on how to start and successfully run a business. 6:30pm at Awesome Inc - www.awesomeinc.org
- Jan 28th** - "Who Got the Money - Survivor Edition" Celebration, by the Lexington Venture Club. Recognizing high-tech start-up companies that received funding in 2009. Cost- \$30. Time- 5:30pm at the Signature Club - www.lexingtonventureclub.com
- Mar 14-16** - International Home & Housewares Show, McCormick Place, Chicago. www.housewares.org

Climate of Opportunity Challenge: Making Green Economically Advantageous

This past year's theme for the CKIC Annual Inventors Conference is "A Climate of Opportunity". In spite of all the negative news over the past year about the "poor economic climate", we here at the CKIC know that innovation does not dry up in a down economy, but rather the more problems to solve, the more opportunities for innovation! Each month we are featuring problems that are out there just begging to be solved by the next generation of innovators. This month's problem:

Making Green "Green"

The word "green" has more recently become more of a political wedge than an innovative move forward. Divisive political rhetoric aside, from a purely innovative direction becoming energy efficient isn't an end unto itself. It must be also be economically sound from an end-result standpoint; you must be able to get a greater amount of benefit from the same amount of input, fuel or investment. Just "feeling good" about being energy efficient isn't going to cut it in the long run, or even the short run of a bad economy. There has to be a tangible advantage to the end user beyond ideology. If the alternative fuel vehicle costs the consumer less per traveled mile than the one they are using now, people will buy it. If it's cheaper to heat your home with an alternative energy source as consistently as the oil, gas or coal they are using now, they will use the new, cheaper source. This is how all true innovation is driven.

But if it costs more with the only benefit being ideological, philosophical, or just "feeling good" about it, it will fall victim to the ecology fads of the 60's and 70's that never caught on. The true innovation always takes a real tangible bite out of the competition. So how do you make green see green? That is your challenge: Good Luck!



- Watch for our next featured Opportunity Challenge Problem that we will announce at our next CKIC Open Meeting!

Experience the Valuable Instruction, Motivation and Power of Connections at the CKIC !

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web - <http://www.ckic.org>**

CKIC Officers:
President - Don Skaggs
Vice-President - Mark Miller
Treasurer - Jim Hill

